

## Help for Hard Times At The Library



# How to Develop & Replicate New Services for Jobs & Housing:


Mission & Community: *José Aponte*, SDCL Director

Housing: *Appaswamy "Vino" Pajanor*, Executive Director,  
Housing Opportunities Collaborative

Career Centers: *Reg Javier*, Director, Workforce  
Advancement Division, San Diego Workforce Partnership

Technology: *Polly Cipparrone*, SDCL Web Services

Success & Partners: *Susan Moore*, SDCL Community  
Relations



**“When the economy is bad,  
when people lose work and  
money is short, the library’s  
value is incalculable.”**



**– José Aponte, Library Director  
San Diego County Library**

A story about how this all started . . .



# Our Mission Statement & Goals in Response to Hard Times

- Mission: Inform, Educate, Inspire, Entertain

- + ▪ Stay true to our ideals

- Surges of customer needs:

- Jobs
- Housing
- Health
- Self Directed Learning

# Turning Goals into Realities

- Strategy for Expanding Services = Partnerships
  - Resources
  - Missions
  - + • Decisions
- Partners
  - Housing Opportunities Collaborative
  - San Diego County Workforce Partnership



**“These partnerships bring new people into our libraries everyday, and build strong ties to the community.**

**It’s the right thing to do, and we’re proud to do it.”**

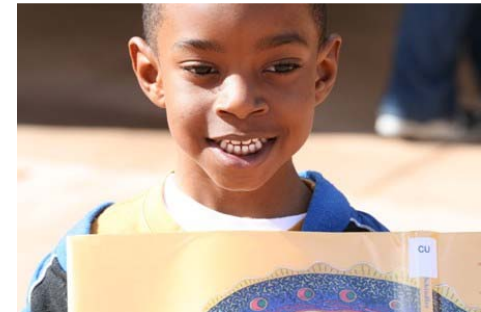
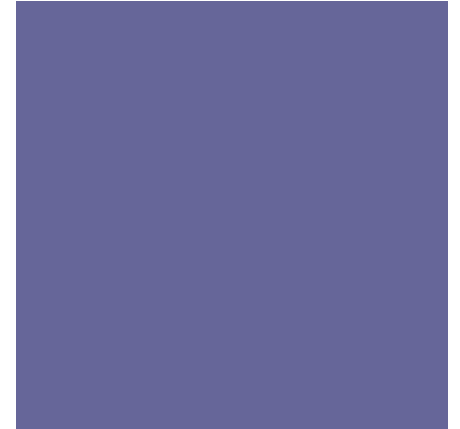
**- José Aponte**





**“In times of trials and tribulations, our communities need a safe and reliable place to go in order to find trustworthy resources. The County Library provides this safe and reliable place.”**

**- Appaswamy "Vino" Pajanor,  
Executive Director, Housing  
Opportunities Collaborative**





# Life Before the HOC & Library Partnership

## San Diego in 2008:

- More than 34,000 homeowners faced foreclosure, an 133% increase from 2007, which was an 308% increase from 2006.
- 57% of homeowners in default lost their homes.
- Nearly 20,000 homeowners lost their homes to foreclosure.



## Nationally in 2008:

- More than 2.3 million homeowners faced foreclosure, an 81% increase from 2007.
- 37% of homeowners in default lost their homes.
- More than 860,000 homeowners lost their homes to foreclosure, more than double the 2007 level.

# Housing Partnership



- Purpose: To offer monthly clinics that keep San Diego citizens in their homes at times of grave uncertainty.
- Results: Hundreds of people that come frustrated and stressed to the clinics leave with hope, relief, and a plan.

# HOC Video



# Housing Opportunities Collaborative

- A 501(c)(3) IRS tax exempt organization formed by the coalition of:



- HUD approved housing counseling agencies;
- Fair housing agencies;
- Local Bar Associations;
- Local Real Estate Professionals & Institutions; and
- City agencies that promote housing opportunities.

- **Mission: To promote equal access to housing for all persons in the region, especially low income and underprivileged individuals and families.**

# HOME Clinics offer:

- One-stop counseling and action service
- Homeowners get one to one advice from:

- A HUD approved housing counselor; and,

- A mortgage counselor reviews real estate documents; and,

- Legal counsel from volunteer attorneys with specializations including real estate, family law, business, immigration.



# What we do at the HOC:

- Home Owner Mobile Education (HOME):
  - Clinics
  - Workshops



- Capacity building workshops
- Online resources
- Referral to counseling services
- Advocacy

# What the Library Provides for HOME Clinics:



- Publicity
- Outreach
- Event Spaces: 4 rooms/spaces
- Logistics & Equipment
- Food
  - snacks for clients
  - breakfast and lunch for counselors

# What the HOC provides for HOME clinics:

- Vetted Counselors
- Publicity
- Logistics – event planning, registration and case management



# HOME Workshops (between clinics):

- 90 minute interactive presentation
- Occur on a weekday evening
- On current topics for homeowners
- By a professional in a related area
- Serve as feeder events for HOME Clinics



# What the Library Provides for HOME Workshops:



- Publicity
- Outreach
- The Venue - Event Space
- Logistics & Equipment

# What the HOC Provides for HOME Workshops:

- Expert Presenters
- Workshop Curriculum
- Publicity
- Outreach

# HOME Clinics by the Numbers

Since June 2, 2007:

- Total HOME Clinics: 60
- Total Homeowners in Attendance: 7,087
- Total Homeowners Counseled 1-on-1: 3,737
- + ▪ Total Volunteers: 2,081
- Total Volunteer Hours: 12,582
- \$ Value of Volunteer Hours: \$180,070

**“Collaborative events provide opportunities for people to educate and empower themselves. This partnership proves that when  
+ organizations collaborate, the community stands to gain.”**

- Appaswamy "Vino" Pajanor, Executive Director, Housing Opportunities Collaborative

# The HOC + Library Partnership Brings Together



- Trusted Library Environment + HOC's Vetted Experts
- Outreach to New Audiences
- An Established, Proven Model
- Skills to Customize to Local Needs
- A Model for Other Communities

# HOC Awards and Recognition

- 2008 Proclamation from the San Diego City Council
- 2008 San Diego Housing Federation Special Recognition Award
- 2008 Certificate of Special Congressional Recognition from Congresswoman Susan A. Davis and Congressman Bob Filner
- 2008 Special Commendation from SD District Attorney Bonnie Dumanis
- 2008 Special Recognition from Council member Anthony Young
- 2008 Certificate of Appreciation from California Association of Mortgage Brokers (San Diego North County Chapter)
- 2008 Appointed to San Diego Mayor's Foreclosure Advisory Committee
- 2008 Commendation from Federal Bureau of Investigation (FBI)
- 2009 Finalist HOPE Award of the NAR Washington D.C.
- 2009 Distinguished Organization Award, SD County Bar Assoc.
- 2010 Recognition Award, Asian Real Estate Assoc., SD Chapter
- 2010 Legal Aid Society Outstanding Service Award
- 2010 NACO Achievement Award



# Contact Us to Find Your Local Housing Collaborative Partner

Housing Opportunities Collaborative  
1100 Broadway  
San Diego, CA 92101



Tel.: (619) 283-2200

Fax: (619) 283-2201

eFax: (480) 393-5398

Email: [info@housingcollaborative.org](mailto:info@housingcollaborative.org)

Website: [www.housingcollaborative.org](http://www.housingcollaborative.org)



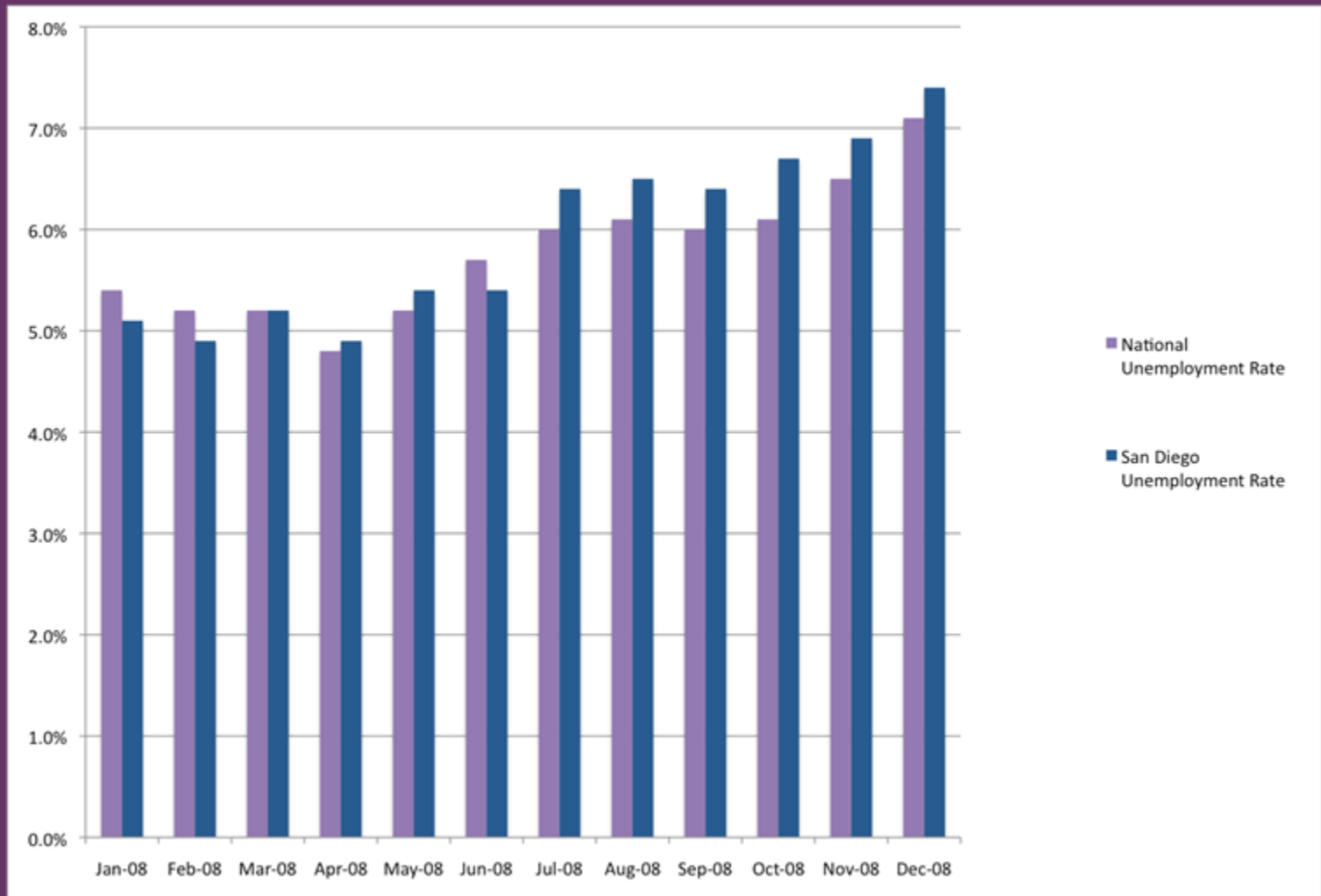
# Library Technology Resources for Housing

- A Housing web page of vetted resources
- Online Promotion



- Calendar of Events
- Online Registration
- Videotape HOME Clinic produced by the San Diego County Television Network

# Unemployment in 2008



# Jobs Partnership



- Purpose: To give our neighbors a new start through reinventing career centers at two of our libraries.

- Results: Centers are fully staffed, open over 40 hours a week, and are equipped with computers and television stations to be used for career purposes.

**“You have to say ‘We are the solution’.”**



– Reg Javier, Director  
Workforce Advancement Division,  
San Diego Workforce Partnership

# San Diego Workforce Partnership

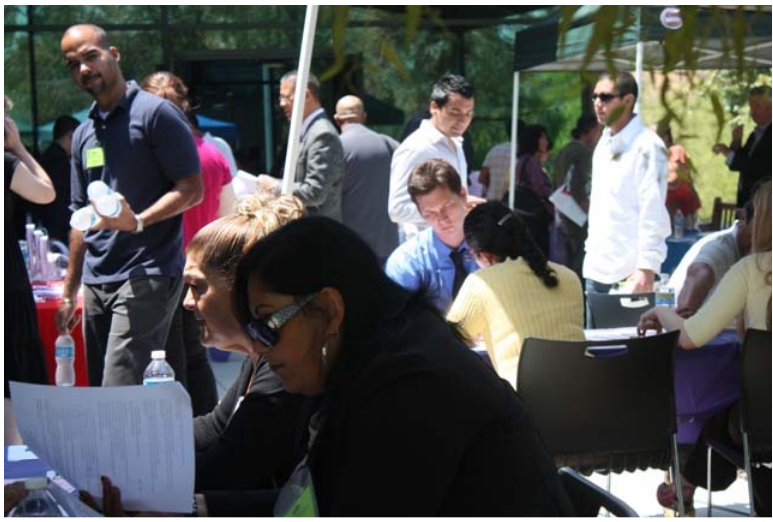
Mission: To foster economic growth and prosperity through education, training and lifelong learning.



## Beneficiaries:

- Local employers;
- Unemployed and recently laid-off adults; and
- At risk youth ages 14 to 21.

# What We Do at Workforce



- Assists unemployed adults in their search for new work.
- Funds job training programs. (\$7,000 - \$10,000 per worker.)
- Invests time and resources studying and analyzing our local economy to better serve the San Diego community.

# History

- April 2003: County Supervisors Greg Cox and Rob Roberts and County Library resolve to maximize resources to serve workforce development.
- + ▪ December 2004: Spring Valley Workforce branch was opened – 1<sup>st</sup> in a library.
- December 2005: Bonita library was built with the Workforce branch in mind.
- 2008: Reevaluate goals and resources given the economic shift.

# Goals

- Increase access points for San Diego residents and employers to SDWP services
- + ▪ Leverage community resources to provide more comprehensive services
- Partner to integrate employment and training services
- Co-sponsor workshops and trainings



# Present



- Current economic climate created critical need:
  - Increased traffic in One-Stop Workforce branches
  - Growing frustration with unemployment insurance applications, job searches, and employment assistance
- Able to use Recovery Act funds to invest in an effective delivery service system with the libraries.

# Future



- Vision to create a more robust service delivery system.
  - Critically important as the libraries are often located more conveniently in the communities we serve.
  
- In addition to providing staff resources, we are making a capital investment in this service delivery infrastructure:
  - Computers
  - Televisions
  - Job Search materials

# What San Diego Workforce Partnership Provides Library Career Centers



- Professionally Trained Staff
- Weekly Workshops
- Consistent Hours of Service @ the Library
- Access to Training Scholarships
- Expert Information about Local Job Markets

# What the Library Provides

## San Diego Workforce Partnership Career Centers

- Penetration of Local Market
- Library Customer Access
- Space:
  - Onsite Career Centers
  - Meeting Rooms
- Job Search & Educational Tools
- Promotional Support:
  - Cross Promotion of Career Center Events
  - SDWP featured on library jobs page at [www.sdcl.org](http://www.sdcl.org)

# Where to Look for Job Funding

## Workforce Investment Act (WIA)

- Federal

## 2009 American Recovery & Reinvestment Act (ARRA)

- Federal

## Department of Labor

- Federal & State

## Department of Defense

- Federal & State

## State Congressional Acts

- State

## School District Funding for Work Training

- State, Local

# Technology Resources for San Diego Workforce Partnership

- Online Promotion for Career Events
- JobNow: SDCL = National Launch Site
- Unemployment Guide to Ease Applications
- Increased Computing Stations at Branches
- Online Job Hunting Guide and Resources
- Career Transitions (funded by CA State Library)

**FREE RESUME/JOB HELP!**

Go To [www.sdcl.org](http://www.sdcl.org)

CONNECT WITH RESUME EXPERT


CHAT WITH LIVE JOB COACH

No Session Limits!




5 minutes, 10 minutes, even an hour!

# Online Resources for Job Hunting



## San Diego County Library Job Hunting Guide



[Español | العربية](#)  
[Printer Friendly](#)

[A](#) [A](#) [A](#)

Looking for a job? San Diego County Library is here to help!


**Sections:**

- [Coping With Unemployment](#)
- [Researching Careers & Employers](#)
- [Skills Building, Education & Training](#)
- [Job Search Strategies & Listings](#)
- [Resumes & Job Applications](#)
- [Interview Preparation](#)


[Career Resources for Teens »](#)

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### Online Help



**Career Transitions New!**  
A guided, step-by-step approach to planning and making your next career move.  
*free with your library card*






### Upcoming Events

**Job Searching Series**  
[Del Mar Library](#)  
[June 15:](#) Job Searching  
[June 22:](#) Resumes  
[June 29:](#) Interviewing

**Job Café**  
[Encinitas Library](#)  
2nd & 4th Mondays  
9:30-11 a.m.  
[June 14](#) • [June 28](#)

**Resume & Interviewing Workshop**  
[Bonita Library](#)  
2nd & 4th Wednesdays  
10 a.m.-12 p.m.

### Suggested Books



# Measuring Success

Service & Deliverables Customers Trust

Awards: 2010 NACo (National Association of Counties)  
Achievement Award

Jobs: Job fairs provided in partnership with SD Workforce  
are well attended by employers & jobseekers

Expanding Partnerships:

- San Diego Workforce Partnership:

  - Job Panels at Branch Libraries throughout the system

- HOC:

  - Provided Translators for Latino Oral History Conference
  - Legal Clinics Pilot Launch Summer 2010



# Secrets to Being a Great Partner

Give credit to partners so they feel a sense of ownership.

Make sure partners have a good experience; they will tell others.

Ask about promotional support; what they need and want to do.

Celebrate your accomplishments together.

Debrief as projects conclude to improve results.

Ask partners for their ideas about how to improve the relationship, program, and what they want to do in the future.

Thank partners publicly with reports that reflect their contributions.

Be prepared to support your partners when they ask.

# How to Market YOUR Library to Create and Increase Partnerships

▪ What public libraries bring to the table:



- Trusted Name
- Free Space
- Powerful Customer Reach
- Ability to Share Resources
- Value the strength of our impact